



Apply by June 30 to host 2016 Alice in Dairyland finals

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MADISON –You are always talking to your neighbors and friends about your farm or agribusiness and the importance of agriculture in Wisconsin. Why not invite the whole state to see the impact agriculture makes in your community?

The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) is accepting proposals from Wisconsin counties to host the 2016 Alice in Dairyland finals. Local economic development organizations and agricultural promotion groups are encouraged to consider this opportunity to welcome visitors and media professionals to their county from around the state.

Each year, a different county hosts the Alice in Dairyland selection. This is the first year DATCP is considering bids from multiple counties to work together to host. The process includes a three-day finals event, as well as a two-day briefing several weeks before finals. These events include a press conference, agribusiness tours and interviews with local media, as well as a finalist question and answer event and the finale event in which a new Alice is selected. Both events are open to the public and include opportunities to showcase local businesses and products. Additionally, Alice in Dairyland makes multiple appearances in the host county during the year leading up to finals.

Alice in Dairyland is a communications professional employed by the Wisconsin Department of Agriculture, Trade and Consumer Protection. After a weeks-long public job interview involving as many as six finalists, each Alice works for one year to educate the public about Wisconsin agriculture.

Manitowoc County is hosting the selection of the 68th Alice in Dairyland in May 2015. The selection of the 67th Alice in Dairyland, Zoey Brooks, took place in May in Clark County.

Members of the Clark County Alice in Dairyland planning committee appreciated the opportunity to work together on such a positive project, and were happy to bring visitors to their county. Nearly 200 people attended the question and answer event, and 325 attended the finale.

“It was great seeing all those people come to Clark County and awesome seeing it come together,” committee Chairman Chuck Rueth said. “And it was a great time to do our part to support a program that helps us all. Alice is the ambassador for agriculture in the whole state, not just Clark County.”

Learn more or download a host county application at http://datcp.wi.gov/Business/Alice_in_Dairyland or by contacting Alice in Dairyland Manager Becky Paris at 608-224-5115 or Rebecca.paris@wisconsin.gov.

Proposals are due to Paris by June 30. Submitted proposals could be considered for 2017 and 2018 host county selection.



The 67th Alice in Dairyland finalists toured farms and agribusinesses in Clark County, including Holland's Family Cheese in Thorp.